

# PROJECTS OF PROMISE

Saturday and Sunday, March 20 and 21, four members\* of your Executive Committee established the time schedule of nine projects which they believe will greatly interest your staff and benefit your station. Particular emphasis was placed on programming projects which have been neglected for some time; but business and engineering projects are also included.

## Script Exchange

By April 5 Tak Kako, IBS Program Manager, will have completed a compilation of the scripts available in the IBS Script Library, and copies of this index will be placed in your hands shortly afterward. One or more copies of each script listed will be available for circulation. These scripts have been selected from a wide variety of scripts including a number from campus stations.

Scripts will be lent for a period of two weeks, during which time you should make copies of them for your use. As soon as you return the scripts you have borrowed they can be passed along to someone else, so try to take less than two weeks, if possible. There will be fines for running over and for losing a script.

We hope now that this library has been established that all of you will desire to contribute scripts. Tak Kako will revise the script catalogue at frequent intervals. Several copies of each script should be submitted if possible, but one will do since we can make photostatic copies of it. In fact we will probably do this with popular scripts so that a number of copies will be available in our library.

These scripts should encourage you to do more original dramatic broadcasts, and this ties in with the next two programming projects. If you cut "Ditto" masters for the scripts you borrow, why not mail them back with the script? A number of our stations have "Ditto" machines and having these masters would save them the typing job.

## Program Exchange

Last Spring and Fall we spent a lot of time working on plans for program exchange by wire lines. So far network program exchange hasn't become a reality except for a few stations very close to each other. Program exchange by disc recordings (transcriptions) is made difficult by the high cost of the recording

\* They were George Abraham, David Borst, Tak Kako and Paul Yergin.

blanks and their relatively short life, when you consider the likelihood of damage during shipment or during play-back on poor reproducing equipment.

The answer, we believe, is found in the magnetic tape recorder. Magnetic tape recordings do not deteriorate with use to the extent that disc recordings do, and furthermore you can erase the tape and use it over again. Breaks can easily be repaired with "Scotch" tape and they do not impair the program quality. Spools of magnetic tape can be shipped without fear of breakage and at lower cost. A half-hour program can be recorded on one spool whereas two 16 inch, 33 1/3 RPM transcription blanks are required.

Recently we sent a short questionnaire on double penny postcards to 40 stations in the System to find out how many had tape recorders. We know at least a dozen who have and hope there will be even more. Tak Kako plans to purchase a supply of recording tapes and to produce four 29 1/2 minute programs and to distribute them, one program each week, starting with the week of April 18-24.

All stations having tape recorders may participate in this program series. The programs will be sent from one station to the next according to a pre-determined route. Each station will pay the postage for the reels it forwards along this route. All reels will eventually come back to Tak and will be used for other programs.

Out of the experience we all will gain from this series of four programs we should be able to operate a more ambitious program exchange next Fall. These first four programs will probably all be produced at WKCR, Columbia University, as a matter of expediency. Next Fall we hope we can exchange programs from every station in the System, so start sending yours in now. If you don't have tape recording equipment, send the programs in on 16 inch discs. We can easily put such shows on tape.

#### Magnetic Tape Recorders

The Engineering Department is making a study of tape recorders and will give you a complete report soon. Meanwhile we can include a few points here. Many of you have the Brush "Soundmirror" and find that it gives acceptable results. This unit comes in a cabinet with playback loudspeaker and microphone and lists for about 225 dollars. It is now possible to buy the basic recording unit separately from the playback amplifier and cabinet at a saving in cost. This basic unit, the model BK-407, lists for 175 dollars. Educational institutions are usually offered a substantial discount by their local distributor. Sonocraft, the distributor in New York City, offers a 25 percent discount.

Complete circuit diagrams of the Soundmirror are given in the February 1948 issue of Radio News. In this same issue there is an article which suggests several improvements which can be easily made to the Soundmirror's audio circuits.

A number of users of these tape recorders have expressed a preference for the "Scotch" brand of magnetic recording tape, rather than the type made by Brush. While a plastic base Scotch tape is available, the paper base type seems adequate for most purposes and is less expensive; it lists at 3 dollars a reel. Again, a liberal discount is available from your distributor.

If you have trouble making contact with the distributor for your area, we will be glad to help you with your purchases.

#### Competitive Awards

April 19 has tentatively been set as the dead line for scripts and transcriptions which you wish to enter in a competition for awards of merit for the best dramatic radio script and the best half-hour radio production. So be thinking about what evidence you can offer of your best programming output. We hope to find men in the radio industry who will judge the entries. We also hope that all of you can hear the better entries through participation next Fall in our script and transcription exchange services. You will receive more details on this award competition soon.

#### Technical Data Book

Those of you with stations under construction will be especially pleased to learn that the revised edition of the Technical Data Book has at last been completed. This fact is also of interest to stations now on the air since many new sections have been added so that there should be something in the book of interest to everyone.

Books are now being mailed to Trial groups in good standing who do not already have one. The rest of you, Trial groups and full Members, will be advised to return your present books for revision. This way we can be sure that you all will have books which are in first class condition.

#### Institute of Education in Radio

Plans are being made to conduct a discussion on campus radio program and production problems Monday morning, May 3, at the Institute of Education in Radio at Columbus, Ohio. More details of this meeting will be released soon. Meanwhile those of you who are planning to attend the Institute meetings in Columbus should by all means try to fit this Monday morning meeting into your schedule.

#### Field Strength Tests

The Federal Communications Commission has asked us to conduct field strength tests at our stations in order to throw further light on the suitability of the present low power rules under which all of our limited-area broadcast stations operate. In addition, the FCC field engineers are making spotchecks at a number of stations in the System, to get their own data.

The IBS Engineering Department is making plans to conduct several such field strength tests, but additional data is badly needed. If the engineering staff of any IBS station has in the past made a field strength survey, we would like to know about the tests at once and obtain a copy of the data, or the original data (which we can easily photostat and return). There may be others who can conduct such tests, but who have not. Speak up, and schedule tests this Spring. We need this information within the next few months. By providing the IBS Engineering Department with field strength data you will be doing a service not only to your own station, but to all wired-radio stations in the System.

If the result of any of these tests indicates that your station is not operating in compliance with the FCC low power rules, our advice is to continue broadcasting, but to take steps at once to improve your transmission system so that legal operation can be achieved. You should call on the IBS Engineering Department and your regional engineer for assistance in devising the needed improvements.

#### Listenership Survey

In 1946 IBS conducted a listenership survey which proved of value to our Members as well as to our National Advertising Representatives. This survey did not reveal certain facts of interest to our present Representatives, and they have suggested a survey to determine these facts. Sales Manager Charles Brookwell is working on a survey to do this, which will be conducted some time this Spring.

#### Spot Availabilities

In response to a request from Business Manager Paul Yergin he has received data from most of the Member stations in the System concerning times available for carrying spot announcements. He lacks data from a few stations and of course, program schedules change and so these spot availabilities must be reviewed frequently and brought up to date. Ulrich Caro has agreed to take over this project from Paul Yergin and keep it moving.

#### Future Projects

Still in the planning stage, but nevertheless to be expected in the near future, are the following additional projects:

<u>IBS Bulletin</u>	We hope to be able to publish one issue of the <u>Bulletin</u> this Spring, probably in time for the IER meeting at Columbus, and then two or three issues each semester. Fred Collins, formerly of WGTB, Georgetown U., is heading this project.
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**Program and Production Handbook** Several sections of this Handbook have been issued in the past, but copies are running out and several important topics have not been covered. This Summer Program Manager Tak Kako intends to rework the material in the present Handbook and to add more to make a useful programming volume for all of the full Members in the System.

**Station Executive's Handbook** We intend to assemble pertinent information about all aspects of running a campus station and about IBS into a handbook which we will mail to each new station executive when we learn he has taken office.

### Regional Meetings

It is time now to be planning regional meetings in order to elect regional personnel for next Fall and to set each regional house in order. You will find plenty of opportunities at these meetings for regional interchange of ideas on all phases of campus broadcasting and cooperation with stations getting under way and making improvements.

The Western Region held an informal discussion of regional problems on March 20 as a part of the Western Radio Conference in San Francisco. The next Middle Atlantic regional meeting will be April 17-18 at WKCR, Columbia University. A previous meeting was held March 13-14 at WRU, Princeton University. The New York State regional meeting is tentatively scheduled for the week-end of April 24-25 at Station WVER, Cornell University.

The Midwestern Region held a meeting February 21 at MacMurray College. Miss Dianne Durham, of KWWC, Stephens College was chosen Regional Representative. Marvin Carmony of Olivet Nazarene College was appointed Regional Engineer, Miss Jane Gay of MacMurray was made regional Business Manager and Miss Joan Shade of the same school was selected for regional Program Manager.

### Regional Program Exchange and Wire Networks

It is too soon to be able to report final results, but the New York State region stations are working on plans for regional program exchange by means of disc transcription and a wired network. The transcription exchange is being promoted by Anatole Broude, Regional Representative and staff member of WVER, Cornell University. The network plans have been advanced by George McKelvey of WRUR, Rochester University. The network he proposes would interconnect WRUR, WVER, and WRSB, Sampson. All Member groups in the New York State region have been informed of the plan and have been invited to attend a meeting in Rochester on April 10 to discuss McKelvey's proposal and the possibility of extending the network to other stations in the region.

Late word on the upper New York State network is that it will be called the Empire Network and will go into operation on a sustaining basis between U. of Rochester and Cornell on April 19. Sampson will be included, too, if at all possible. It is hoped that this network can be extended to other schools in the state soon. Programming will be for one hour each night, Monday through Friday.

#### Station Relations Manager

Circumstances have forced Warren Simmons to resign as Station Relations Manager, but fortunately Anatole Browde of WVBR, Cornell University, has graciously taken over the job. "Tolly", as he is known, is New York State Regional Representative and Director of the IBS Mailing Office, but after graduation this June these jobs will fall to others and Tolly will be able to spend all his IBS time on answering station correspondence, etc. In the meanwhile, you should address your correspondence to Tolly, and if he hasn't time to reply directly he will pass your letter along to someone else on the Executive Committee.

David W. Borst

This is News Letter No. 15.

March 31, 1948

Additional copies may be obtained by writing IBS, WKCR, Hamilton Annex, Columbia University, New York 27, N. Y.